



Single Market Programme (SMP SME)

MONITORING REPORT

COVID-19 Recovery through sustainable Tourism Growth
and SME Support
(SMP-COSME-2021-TOURSME)

Version 1.0
31.01.2023



HISTORY OF CHANGES

| Version | Publication Date | Change | Page |
|----------------|-------------------------|--|-------------|
| 1.0 | 31.01.2023 | ▪ Initial version (beginning of the projects' implementation). | |
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1. TITLE OF THE ACTION

SMP-COSME-2021-TOURSME: COVID-19 Recovery through sustainable Tourism Growth and SME Support

2. DESCRIPTION OF IMPLEMENTED MEASURE

This call for proposals is part of the overall COVID-19 recovery strategy for a sustainable tourism ecosystem, whilst being in line with the priorities of the European Commission's SME strategy and the updated European Industrial Strategy. The general objective is to monitor the sustainability performance of SMEs in the tourism sector, whilst boosting their awareness, development and capacity in the area of sustainable innovations.

The call aims:

- to support tourism SMEs in developing their skills and capacities in sustainable tourism, whilst creating sustainability strategies in line with the needs and priorities of their territory;
- to provide capacity building, value chain insights and technical assistance to SMEs, by applying European sustainability frameworks and tools (such as Environmental footprint methods, EMAS and EU Ecolabel);
- to develop a monitoring framework which regularly collects and makes available data on the sustainability performance of the SMEs, in a feasible manner that is interoperable with national statistics systems;
- to foster innovative solutions for sustainable tourism, which can provide business and destinations with heightened resilience to shocks, enhanced social, economic and environmental awareness and responsibility;
- to build effective mechanisms for best practice exchange and dissemination of transferable tools and knowledge between the SMEs, also at a European level.

The actions proposed must aim at strengthening the competitiveness and sustainability of the SMEs in the tourism sector, through enhanced environmental and market intelligence and exchange of best practices, as well as by boosting capacity of tourism SMEs through transnational cooperation and knowledge transfer. The promotion of sustainability strategies and innovations for sustainability are solicited, such as those relating to the following themes:

- Tourism linked with the preservation of natural heritage and biodiversity;
- The development of agro-tourism, sport tourism, rural tourism and ecotourism, with particular attention to slow tourism across seasons, and in connection with respecting the authenticity and well-being of host communities;
- The development and support of cultural tourism in connection with both material and non-material cultural heritage.

3. INFORMATION ABOUT THE FUNDED PROJECTS

Ten projects ranging between 25 and 36 months are being co-financed through this Call, which has a total budget of €12.42 million. The projects are expected to facilitate cross-border/transnational cooperation to foster peer to peer learning as well as to support collecting and exchanging knowledge and innovative practices, addressing particularly the vulnerabilities generated and accentuated by COVID-19.

The selected projects represent 67 beneficiaries from 21 countries. Such countries spread from Northern to Southern, or Eastern to Western Europe, also including two countries – Iceland and Norway – that are not EU Member States but that are officially participating in the SMP programme. The countries of origin of coordinators are also varied, namely two Italians and a coordinator each from Ireland, Spain, Greece, Cyprus, Austria, Lithuania, Denmark and France.

All projects provide direct support to tourism SMEs, to build their capacities in developing and implementing sustainability strategies for their company. The tourism SMEs benefitting from financial support do not form part of the consortium, but each project must directly support (including financial support) a minimum of eighty (80) tourism SMEs from a minimum of three (3) eligible countries.

4. CURRENT IMPLEMENTATION STAGE OF EACH FUNDED PROJECT

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| European Tourism Sustainability Monitoring 2030 – ETSM 2030 | Start date 1 January 2023 – Project Duration 36 months |
| Empowering local communities turning them into laboratories for co-development of circular and sustainable tourism ecosystems - ECOTOURS | Start date 1 January 2023 – Project Duration 30 months |
| Sustainable Tools & Activities for Rural tourism and ecotourism SME's Growth – STAR GROWTH | Start date 1 January 2023 – Project Duration 36 months |
| Towards SUSTainability and resilient scenarios for tourism SMEs in RUrAl & Remote Areas - SUSRUR | Start date 1 January 2023 – Project Duration 36 months |
| Sustainable and Resilient Transformation of the Rural Coastal Tourism Industry - COASTOUR | Start date 1 January 2023 – Project Duration 36 months |
| Supporting tourism SMEs in walking the first mile in improving their sustainability footprint through innovative behaviour change techniques – First Mile | Start date 1 January 2023 – Project Duration 36 months |
| Island Sustainable Tourism Action through Resilient SMEs – I-STARS | Start date 1 January 2023 – Project Duration 36 months |
| Circular Economy for Regenerative tourism – CE4RT | Start date 1 January 2023 – Project Duration 24 months |
| Supporting Tourism SMEs Triple Transition by Uncovering the Value of Sky as Destination - LookUP | Start date 1 January 2023 – Project Duration 25 months |
| SMEs TRAnSition for an European Circular tourism Ecosystem - TRACE | Start date 1 January 2023 – Project Duration 30 months |

5. MAIN RESULTS AND IMPACT ACHIEVED TO DATE

As the projects just started no results are available at this stage.

6. INDICATORS

As the projects just started, no measurement of indicators is available. First data should become available with the first interim reports

7. HIGHLIGHTS OF THE PROJECT/MEASURE

As the projects just started no achievements can be reported at this stage.

8. NEXT STEPS AND FOLLOW-UP

The kick off meeting of all ten projects was held on 23-24 January 2023 at EISMEA's premises in Brussels.

The projects start working on strengthening the consortium and compiling deliverables including the Consortium Agreement. A technical progress report will follow, to be submitted to EISMEA circa one-third into the projects.

Unit : EISMEA I.02.2

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